

CEO E-Briefing

A weekly report to City Council and the community

September 30, 2011

No. 15



CEO's Message



The importance of being alert

The recent decision—made quickly because of public safety concerns—to close down Irvine Avenue between East 17th and East 19th streets and remove more than 100 eucalyptus trees highlighted the power of Costa Mesa's **AlertCM** system.

More than 22,000 residents received a call, text or e-mail from the City reporting the breaking news. Boston—Paul Revere; we have technology.

The City launched AlertCM earlier this year. Any listed primary residential and business landline phone numbers in Costa Mesa are automatically enrolled in the system.

In addition, community members can add up to three phone numbers and two e-mail addresses to the database and receive emergency information via text messages to cell phones, PDAs, and e-mail accounts. They can also opt to have information delivered through special receiving devices (TTY/TDD) for the hearing impaired.

Making sure your cell phone and e-mail address is in the AlertCM system is especially important as wired phones become secondary means of communication.

The system provides City officials with a direct line to the community and the flexibility to send out a citywide information blast or deliver news to targeted individual neighborhoods.

Please take a moment now, before the next emergency happens, to get your cell phone number and e-mail address into the system. You can sign up for CMAAlert [here](#).

Tom Hatch, chief executive officer, City of Costa Mesa



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Stories by Department

CEO's Office

- The importance of being alert
- On the calendar
- 'Costa Mesa Remembers' T-shirts
- Deadline for council committees
- Study time: CalPERS and Banning Ranch
- Wanted: Costa Mesa tool renters

Development Services

- Irvine Co. submits plans for three-story parking garage
- Corrie Viera promoted
- Wine Lab will experiment with The Camp

Finance

- Notes from Finance

Fire

- Firefighters race for the cure

Police

- Two park rangers hired
- Commander Ford to retire

Public Services

- Costa Mesa and the future of tennis
- City Hall feeling chill
- Paving the way to the future

Secret Spot

- Do you know this local landmark?

Making History

- Remembering past mayors

Final Shot

- SCR theatre at night



Comments or suggestions, please contact william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

On the calendar

- Oct 3 TUESDAY** The City Council will meet at 6 p.m. Get the agenda [here](#).
- Oct 5 THURSDAY** The Costa Mesa Public Safety Personnel Recognition Barbecue will take place from 11 a.m. to 1 p.m. at the Orange County Fair and Event Center. Join community businesses in honoring and recognizing fire, police and 911 personnel. The lunch is \$10. To RSVP, donate a raffle prize, or for sponsorships, call (714) 885-9090.

CEO's Office



'Costa Mesa Remembers' T-shirts just \$5

"Costa Mesa Remembers" T-shirts, commemorating the 10th anniversary of Sept. 11, are available from the City for just \$5. The proceeds will go toward a local plaque honoring the victims and heroes of Sept. 11. Contact [Dan Joyce](#) to make a purchase.



Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: The winner should get a fine cigar.

To get the whole picture, see page [4](#).

Monday is deadline to apply for council committees

Monday is the application deadline for community members who want to serve on the following Council Committees: Cultural Arts (four vacancies plus four alternate member vacancies); Historical Preservation (one vacancy plus one alternative member vacancy); Redevelopment and Residential Rehabilitation (3R) (five vacancies and two alternate member vacancies); and Investment Oversight (1 vacancy and one alternative member vacancy); and Costa Mesa Senior Center Board of Directors (one vacancy to represent City through Oct. 2012).

For more information, [click here](#).



Making History



Here are four former mayors of Costa Mesa. Can you match the photos with the names?

- A. Jack Hammett
- B. Donn Hall
- C. Alvin Pinkley
- D. Charles TeWinkle

CEO's Office (Continued)

Wanted: Costa Mesa tool renters

Lower-income residents, churches and nonprofits are encouraged to take advantage of the City's **free tool rental program**, designed to encourage exterior home improvement projects such as sprinkler installation, landscaping, and fencing.

The tool rental program can be used to assist volunteers engaged in helping homeowners in need throughout the City as long as these households meet eligibility guidelines.

Costa Mesa residents may submit an application to Housing & Community Development (HCD) Office at City Hall to request tool rental funds up to \$500 per household. Applications will be approved based on federal income limit guidelines. A voucher will be issued upon approval, so volunteers do not need to front personal funds and then seek reimbursement.

Residential homeowners have 90 days from the date the voucher is issued to complete their projects. Paint related tools are excluded. Eligible rental tools include, but are not limited to, ladders, roto-tillers, chainsaws, and lawnmowers.

The program is funded through federal grants. Click [here](#) for more information.

—Muriel Ullman



Study time: CalPERS and worker's compensation analysis, Banning Ranch

In October, three important City Council study sessions have been scheduled. On Oct. 11, actuarial and CalPERS expert **John Bartell** will give a presentation on the City's underfunded pension liabilities, future costs and ways to reduce the liabilities. On Oct. 20, a presentation will be made on the **Banning Ranch** housing development that will border Westside Costa Mesa. And on Oct. 25, an analysis of the City's **worker's compensation** program will be given. The study sessions will start at 4:30 p.m.

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Development Services

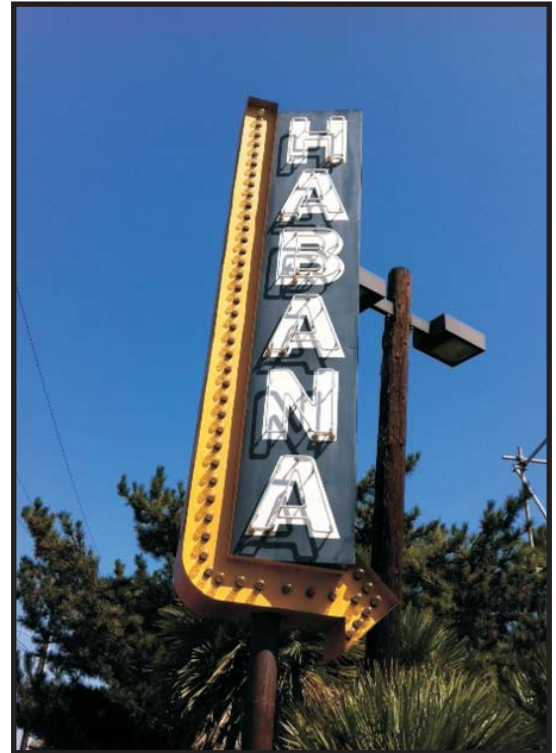


Irvine Co. submits plans for three-story parking garage near 405 freeway

The Irvine Company submitted plans for the review of a 133,595-square-foot, 3-level, interim parking facility at 3200 Bristol Street. The parking structure will provide 356 parking stalls for the tenants of Pacific Arts Plaza. It is anticipated that the site of the parking facility will be the future home of an 18-story office building. The parking facility is expected to be valued at \$3.5 million.

—Minoo Ashabi

Secret Spotted



Habana restaurant at the [LAB](#).



Corrie Viera promoted to executive secretary in Public Services Department

Corrie has been promoted to executive secretary in the Public Services Department. Corrie has worked as the administrative secretary in the Development Services Department since November 2006. During her tenure here, she has attended about 80 Planning Commission meetings (some lasting close to midnight) and helped in the preparation of more than 300 planning applications for public hearing. She is an extremely thoughtful, organized, and dedicated person. She will be missed in Public Services, especially during those late night Planning Commission meetings. We wish her the best in her new position!

Development Services (Continued)

Wine Lab will experiment with The Camp

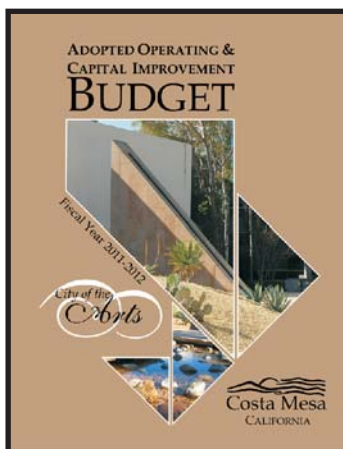
Coming soon to The Camp at 2937 Bristol Street will be the Wine Lab, a boutique wine and cheese shop and tasting room. The Wine Lab will be modeled after its current location in Newport Beach and will feature artisan wines, cheeses, breads, salami and wine related gift items.

The product selection will feature local and small production producers. The Wine Lab seeks to educate and enrich its customers' understanding of wine. The Camp has developed a following of upscale, educated, curious shoppers and diners seeking new, fun eateries and dining experiences.

—Mel Lee



Finance



Notes from the Finance Department

Mayer, Hoffman and McCann, the City's auditor, has been working throughout September auditing the City's financial statements ... Sometime around November, the City will issue the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2011 ... Finance and Central Services staff are finishing the FY 11-12 Adopted Budget book ... It should be available to the public (hard copy and on the website) at the beginning of next week.

Fire Department



Firefighters race for the cure

On Sunday, members of the Costa Mesa Fire Department participated in the 20th Annual Susan G. Komen Race for the Cure event at Fashion Island in Newport Beach. Six firefighters traded their firefighting turnouts for black tuxes with pink accents and had the honor of escorting cancer survivors during the Survivor Tribute celebration.

This was an emotional event for them as one of the cancer survivors is a member of the Costa Mesa Fire Department. The firefighters were also joined by members of the Costa Mesa CERT program who volunteered their time to serve in the first aid station.

During the month of October in support of National Breast Cancer Awareness Month, Costa Mesa Firefighters will be wearing pink shirts underneath their duty uniforms. If you would like to join the Costa Mesa Fire Department in raising money for the Susan G. Komen Race for the Cure Foundation, please visit Fire Administration in City Hall on the fifth floor to purchase a pink Costa Mesa Fire Department designed shirt for \$12.

Remember, about 1 in 8 women in the United States will develop invasive breast cancer over the course of her lifetime. Every dollar raised is one more dollar closer to the cure!



*Every dollar raised is
one more dollar closer
to the cure!*

—Fire Chief Kirk Dominic

Police Department



Two park rangers hired for Lions Park

The Costa Mesa Police Department has hired two park rangers to patrol Lions Park and help manage problems as they arise with the homeless. The additional manpower is part of a carrot-and-stick approach that provides a wide array of help for those who want it and enforces civility laws for those creating public nuisances.

The Task Force will present its **seven goals to reduce homelessness** in Costa Mesa at its meeting on Oct. 15.

Public Services



Costa Mesa and the future of tennis

The United States Tennis Assn. Futures Tour stopped at Costa Mesa Tennis Center this month, and Orange County native Steve Johnson (yellow shirt) won the singles championship at the 2011 Costa Mesa Tennis Pro Classic. Runner-up was Artem Sitak of New Zealand. Presenting the trophies were Councilwoman Wendy Leece and Hank Lloyd (far right), director of Costa Mesa Tennis Center.

Commander Ford to retire next week after 34 years in law enforcement

Commander Scheralee Ford of the Costa Mesa Police Department will retire on Tuesday after 34 years in law enforcement.

She began her career as a grant administrator with the Bell Gardens Police Department. She went on to work for the Anaheim, Hawthorne and Whittier police departments, serving as administrative analyst, crime analyst, support services manager and support services division commander.

In 2002, Scheralee became the Costa Mesa Police Department Technical Services Division Commander, overseeing the Records Bureau, Jail Operations, Crime Scene Investigations Unit, and Property and Evidence Unit.

Her leadership and service to the police department will be missed. Thank you, Scheralee.



Costa Mesa City Hall feeling chill

Costa Mesa City Hall is getting a little cooler—and more energy efficient—thanks to \$540,000 federal stimulus grant that is allowing the City to replace 20-year-old, 60-ton chillers for the air conditioning system with state-of-the-art equipment.

The project, which is currently underway, will earn Costa Mesa about \$25,000 from Edison for the energy savings, and on an annual basis, the City will save an estimated 138,000 kilowatt hours—which translates into significant savings on Costa Mesa's electric bill.

Public Services (Continued)



Paving the way to the future

The City of Costa Mesa held a "road-paving" ceremony at 10 a.m. Thursday on Mesa Verde East to highlight the some of \$11.5 million in road improvements that will be done to city streets and alleys this fiscal year and next's.

The short ceremony details the various improvements that will be undertaken city wide, including the \$3 million project currently underway to repave more than 100 streets in the Mesa Verde community. The city's contractor was on hand to demonstrate the work involved in returning a Costa Mesa street to top condition.

The funds for the road improvements came from non-general fund sources, including county gas tax and Measure M revenues.

The City is making street maintenance-to upgrade the overall condition of Costa Mesa roadways—a high priority.

Final Shot



South Coast Repertory theater at night. (Photo courtesy of the Costa Mesa Conference and Visitor Bureau.)